MULTIMEDIA UNIVERSITY ®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022 / 2023

PBU0044 – INTRODUCTION TO BUSINESS

(All Sections)

8 JULY 2023
9.00 a.m. – 11 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWELVE (12) pages** including the cover page.
2. Attempt **ALL** questions.
3. Shade your answer for **SECTION A** in the **OMR Sheet** and write your answers for **SECTION B** in the **Answer Booklet.**

Instructions: Answer ALL questions.

1. Fashionista Ent. is a virtual business. Customers order their products from their virtual shop and the items are delivered to customers using different courier services. The following are the possible advantages experienced by Fashionista Ent. EXCEPT _____.
   A. lower overhead costs
   B. access to a wider market
   C. ease in developing company culture among the employees
   D. small number of employees

2. Which of the following is an example of counterproductive behaviour in an organisation?
   A. Workplace aggression
   B. Team collaboration
   C. Good time management
   D. Ability in managing distractions

3. James is the manager of the marketing division in his company. As a manager, the following would be the possible management process that James would be involved in EXCEPT _____.
   A. planning
   B. organising
   C. controlling
   D. centralising

4. The list of duties and responsibilities that should be done by an employee is known as the _____.
   A. job specification
   B. job description
   C. job contract
   D. job analysis

5. The following are the importance of having an organisational chart EXCEPT _____.
   A. employees would know who they report to
   B. employees would know how the different divisions or departments are connected
   C. employees would be aware of how the company can gain profit
   D. employees would know the lines of authority that should be followed

6. The factory workers have decided to stop working until their demand for a salary increase is met by the top management. This is an example of a _____.
   A. collective bargaining
   B. strike
   C. work slowdown
   D. boycott

Continued...

7. Intel Tech is a multinational company. It is a centralised organisation. What problems would Intel Tech most likely experience as a centralised organisation?
   A. Low profit
   B. Bureaucratic leadership
   C. Improved efficiency of production
   D. Timely decision making

8. Currently there is a vacancy for the position of Senior Executive in the Planning Unit of the organisation. Clara has been asked to try and recruit someone from within the organisation. What is the benefit of internal recruitment?
   A. Access to a wider pool of talent and diverse perspectives.
   B. Candidate is accustomed to the organisation's culture.
   C. Increased cost related with advertising for job vacancy.
   D. High need for training.

9. The following are the determinants of an organisational structure EXCEPT _____ .
   A. capital
   B. strategy
   C. mission
   D. internal environment

10. What are the key characteristics of a transformational leader?
   A. Micromanagement and strict control over subordinates.
   B. Passive and hands-off approach to leadership.
   C. Inspiring and motivating subordinates towards a shared vision.
   D. Emphasizing individual tasks and disregarding team collaboration.

11. After conducting the stocktake, Clara discovered that some of the products under body care and haircare are close to the expiration date. She plans to sell all the products. In order not suffer any loss, what pricing strategy would be best for Clara?
   A. Competitive pricing
   B. Bundle pricing
   C. Cost-plus pricing
   D. Promotion pricing

12. Milo, Nescafe and Maggie are examples of _____ under Nestle.
   A. products
   B. brands
   C. logos
   D. food

Continued...

13. Which of the following best describes penetration pricing strategy?
    A. Businesses set an initially low price to introduce a new product in the market.
    B. Businesses set an initially high price to cover new product costs and generate maximum profits.
    C. Businesses set the price of their products based on the customers' perceived value of the product.
    D. Businesses set the price of the products depending on the expected sales volume.

14. According to the Big Five personality traits, a person with high levels of conscientiousness would _____ .
    A. have the ability to get along with others
    B. have the ability to reflect on what he or she has accomplished
    C. have a positive outlook on life
    D. have a high level of motivation

15. A _____ is labour action in which workers refuse to buy the products of a targeted employer in the event of a failed collective bargaining.
    A. boycott
    B. strike
    C. product slowdown
    D. work slowdown

16. Anita is in the process of analysing whether the company sales for this month has met the targets set by the top management. She is comparing the revenue made from each of the products offered against the overall sales target. What process is Anita going through?
    A. Controlling
    B. Organising
    C. Pricing
    D. Leading

17. Sonya has just started her job as a barista at Gloria Jeans coffee. What type of training would Sonya most likely go through?
    A. On the job training
    B. Off the job training
    C. Simulated training
    D. Vestibule training

18. According to the results of the personality test taken by Tina, she is a person with high emotional quotient. The following would best describe Tina EXCEPT _____
    A. She is aware of her own feelings
    B. She is able to motivate herself.
    C. She is able to manage her anger.
    D. She is unable to adapt to change.

Continued...

19. Sam pays great attention to the well-being and motivation of his employees rather than their overall performance. According to the behavioural approach to leadership, Sam is a/an _____ .
    A. task-focussed leader
    B. motivational-focussed leader
    C. employee-focussed leader
    D. performance-focussed leader

20. Which of the following is an example of functional departmentalisation in an organisation?
    A. Sales department
    B. Project team
    C. Regional office
    D. Customer service desk

21. How can you identify a charismatic leader?
    A. By their autocratic decision-making style and strict control over subordinates.
    B. Through their ability to inspire and influence others through their compelling vision and personal charm.
    C. By their emphasis on task-oriented goals and objective performance metrics.
    D. Through their focus on building strong relationships and fostering teamwork among subordinates.

22. Ann sells novelty cakes. She bakes and designs her cakes based on her customers' requests and specification. The best pricing strategy Ann should use to price her cakes is _____ .
    A. Competitive pricing
    B. Psychological pricing
    C. Value-based pricing
    D. Economy pricing

23. As the Chief Financial Officer of the organisation, Jackson would most likely be responsible _____
    A. to formulate general financial strategies for the company.
    B. to implement the financial strategies set for the company.
    C. to supervise the employees in meeting the company's financial targets.
    D. to provide sufficient training to the finance executives.

24. Jake is a small scale farmer from Cameron Highlands. Every Sunday sells his produce at the Sunday market. He sells his produce according to the market price. Which distribution channel does this describe?
    A. Direct distribution
    B. Retail distribution
    C. Wholesale distribution
    D. Indirect distribution

Continued...

25. Lee has a 2-acre dragon fruit farm. He has decided to use intermediaries to distribute his fruits. What are the benefits of using intermediaries for Lee?
    A. Increased control over pricing and market access.
    B. Direct connection with end consumers for better market understanding.
    C. Reduced administrative tasks and paperwork.
    D. Access to wider distribution networks and larger customer base.

26. Which of the following is an advantage of a decentralised organisation?
    A. Improved decision-making speed.
    B. Centralised control
    C. Reduced communication and coordination challenges
    D. Increased level of bureaucracy.

27. Emily notices that her colleague, Sarah, is visibly upset and crying in the office. What is the most empathetic response from Emily?
    A. Ignoring Sarah and continuing with her work, assuming someone else will comfort her.
    B. Approaching Sarah and asking her what's wrong, offering a listening ear and support.
    C. Gossiping with other colleagues about Sarah's emotional state.
    D. Mocking Sarah's vulnerability and making fun of her in front of others.

28. This financial institution accepts deposits, offers loans and pays interest to depositors. This describes a _____ .
    A. Savings and loan association
    B. Commercial bank
    C. Mutual savings bank
    D. Credit union

29. Which of the following is an example of a publicity campaign for a business?
    A. Distributing coupons and discounts to loyal customers.
    B. Creating a television commercial to promote a new product.
    C. Organising a press conference to announce a company's expansion plans.
    D. Conducting online surveys to gather customer feedback.

30. Sam is a Human Resource manager for TedTX Ent., a local textile company. What would be one of his roles as a HR manager?
    A. To ensure that the supply of materials for the company is sufficient.
    B. To ensure the sales of the company meets the company's target so they can pay their employees.
    C. To plan the compensation and benefit package for the employees.
    D. To implement TQM strategies in ensuring the superior quality of the products produced.

Continued...

31. What is a defining characteristic of transactional leadership?
    A. Fostering innovation and encouraging risk-taking.
    B. Establishing clear expectations and providing rewards or punishments based on performance.
    C. Promoting collaboration and teamwork among employees.
    D. Continuously motivating employees to perform their best.

32. The following are some of advantages of having modified work schedules EXCEPT _____ .
    A. more satisfied employees
    B. challenging to coordinate
    C. improved work productivity
    D. reduced stress among employees

33. James meets the frontliners every day. He supervises them and ensures that they meet their daily targets. James is a _____ .
    A. top manager
    B. middle manager
    C. first-line manager
    D. intermediate manager

34. What is the promotional mix in marketing?
    A. The combination of different pricing strategies used by businesses.
    B. The variety of products and services offered by a company.
    C. The blend of communication tools used to promote a product or service.
    D. The distribution channels used to deliver products to customers.

35. What is meant by span of control in organisational management?
    A. The number of subordinates a manager directly supervises.
    B. The distance between different departments within an organisation.
    C. The power of decision making given to a group of employees.
    D. The different products that are within an organisation's control.

36. Which of the following best describes personal selling?
    A. Advertising through various media channels to reach a wide audience.
    B. Directly selling products or services to individual customers on a one-on-one basis.
    C. Using digital platforms and social media to promote products or services.
    D. Conducting market research to understand consumer behaviour and preferences.

Continued...

37. In order to get the skills and experience need to fly a plane, pilots need to go through _____.
   A. Off-shore training
   B. Vestibule training
   C. In-house training
   D. On the job training

38. Which of the following would be one of the roles of a marketing manager?
   A. Project the sales for the company.
   B. Manage the company's finance.
   C. Plan the overall strategies needed to communicate the company's values to the target market.
   D. Disseminate information to the employees of the organisation.

39. The following are the roles of the Federal Deposit Insurance Corporation EXCEPT _____.
   A. To pay all loss incurred by depositors
   B. To maintain the right to examine the activities and accounts of all member banks
   C. To Preserves confidence of depositors
   D. To guarantee the safety of deposits up to RM250,000

40. Sarah accidentally spills a drink on her colleague, Mark, during a team lunch. How might a person with no empathy react to this situation?
   A. Apologise sincerely to Mark and offer to help clean up the mess.
   B. Laugh at Mark and make fun of him in front of others.
   C. Ignore the incident and pretend as if nothing happened.
   D. Blame Mark for being in the way and refuse to take responsibility.

41. The following are types on non-deposit institutions EXCEPT _____.
   A. Pension fund
   B. Insurance company
   C. Credit union
   D. Broker

42. Sonya is the Sales Manager for TREX Sdn. Berhad. Every year she would set clear objectives for her team to follow. What would be one of the many reasons for Sonya to set clear objectives?
   A. To enable the team to measure the sales strategies implemented against the sales performance of the company.
   B. To enable the team to plan the marketing strategies needed for the company.
   C. To construe the corporate culture of the organisation.
   D. To provide direction and guidance for the whole organisation.

Continued...

43. What is meant by market value?
    A. The cost of producing a product or delivering a service.
    B. The current price at which a product or asset can be bought or sold in the market.
    C. The amount of money a customer is willing to pay for a product or service.
    D. The total revenue generated by a business in a specific market segment.

44. Which of the following scenarios best represents an example of line authority in a manufacturing firm?
    A. The production supervisor directly instructs the assembly liner workers on the daily tasks.
    B. The marketing manager coordinates with external advertising agencies to create promotional campaigns.
    C. The HR department conducts interviews and selects candidates to various job positions.
    D. The finance manager reviews and approves expense reports submitted by the employees.

45. Why is public relations important for businesses?
    A. To solely focus on advertising and marketing efforts.
    B. To maintain positive relationships with customers and stakeholders.
    C. To generate immediate sales and revenue.
    D. To establish legal and regulatory compliance.

46. Which of the following descriptions best describe a bear market?
    A. A period of rising stock prices and positive investor sentiment.
    B. A period of declining stock prices and pessimistic investor sentiment.
    C. A period of high economic growth and increasing consumer spending.
    D. A period of low interest rates and favourable lending conditions.

47. One of the steps necessary in strategy formulation is to analyse the organisation. This step would require the management team to _____
    A. analyse the threats and opportunities of the organisation.
    B. analyse goals of the organisation.
    C. analyse the strengths and weaknesses of the organisation.
    D. analyse the ability of the team in setting the strategic goals.

48. Which of the following statements best describes the risk-return relationship in investing?
    A. Higher risk always results in higher returns.
    B. Lower risk always results in higher returns.
    C. Higher risk may lead to higher potential returns, but also higher potential losses.
    D. Lower risk guarantees higher returns with no possibility of losses.

Continued...

49. StartTed has a matrix organisational structure. Which would be the feature of StartTed?
    A. Hierarchical structure with a clear chain of command and decision-making authority.
    B. Division of employees into specialized departments based on functions or tasks.
    C. Dual reporting relationships, where employees report to both a functional manager and a project manager.
    D. Centralized decision-making by top-level management.

50. Which kind of organisation would benefit from a centralised organisational structure?
    A. Small startups with a flat hierarchy.
    B. Large multinational corporations with diverse operation.
    C. Non-profit organisations with volunteer-based workforce.
    D. Law firms with five partners and three paralegals.

51. Why is person-job fit important in the workplace?
    A. It ensures that employees are paid a fair salary for their work.
    B. It increases job satisfaction and overall well-being of employees.
    C. It guarantees promotions and career advancement opportunities.
    D. It minimizes workplace conflicts and improves team collaboration.

52. What is the primary role of the World Bank?
    A. Managing international disputes between different countries.
    B. Providing financial assistance and loans to developing countries.
    C. Enforcing global regulations and policies for environmental conservation.
    D. Facilitating diplomatic relations and negotiations between nations.

53. What is meant by crisis management plan?
    A. A plan that outlines the objectives of the company.
    B. A plan that identifies the crisis the organisation might encounter.
    C. A plan that outlines how the organisation will react in the event of a crisis.
    D. A plan that details how the organisation will execute the changes that occurs in the environment.

54. At the beginning of the year, Jessica sits with her staff and discusses the yearly targets. They would set the target together and periodically evaluate the progress of the set targets. Which motivational technique is Jessica using?
    A. Positive reinforcement.
    B. Management by objectives.
    C. Behaviour modification.
    D. Business reengineering.

Continued...

55. What is the primary function of a performance appraisal?
    A. Identifying training and development needs for employees.
    B. Setting goals and targets for future performance improvement.
    C. Assessing employee job satisfaction and overall well-being.
    D. Evaluating employee performance and providing feedback.

56. How can managers in an organisation communicate corporate culture to the employees?
    A. Set behavioural benchmarks that employees can emulate.
    B. Punish employees who do not follow the culture.
    C. Come up with a written code and get the employees to apply them.
    D. Eliminate communication channels that intend to create rumours.

57. Which of the following is the correct delegation process?
    A. Granting authority – assigning responsibility – creating accountability
    B. Appointing leader – assigning responsibility – creating accountability
    C. Assigning responsibility – granting authority – creating accountability
    D. Assigning authority – creating responsibility – assigning accountability

58. What is meant by job enrichment?
    A. Increasing the number of tasks an employee is responsible for.
    B. Providing additional compensation or bonuses to employees.
    C. Reducing the workload of employees to improve work-life balance.
    D. Expanding job responsibilities and giving employees more challenging and meaningful tasks.

59. A regional sales manager is an example of a _____ .
    A. top manager
    B. division manager
    C. middle manager
    D. bottom manager

60. How can employees effectively manage anger in the workplace?
    A. Vent their frustration by openly expressing anger towards colleagues or supervisors.
    B. Take a few deep breaths, step away from the situation, and engage in a calming activity.
    C. Confront the person or situation that caused the anger with aggressive behaviour.
    D. Share their anger on social media platforms to seek validation and support.

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SECTION B [40 MARKS]

Instructions: Answer ALL questions.

Question 1

a. Mathew is starting his own business in manufacturing. State and describe the **FIVE (5)** categories of operations planning that he needs to take into consideration. (15 marks)

b. Briefly state the materials management activities that Mathew would need to focus on. (5 marks)

Question 2

a. Briefly describe the meaning of consumer behaviour and its importance in business. (4 marks)

b. State and describe the **FOUR (4)** factors that would influence consumers' behaviour. (12 marks)

c. Sandra sells imported K-Pop inspired bags and purses. Her target market would be young adults from the age of 21 to 28. Which social media platform(s) would be best suited for Sandra to market her product? Explain. (4 marks)

End of Paper.